

Introductory Statement

The Honorable Charles B. Rangel

Mr. Speaker, today I am introducing legislation to provide tax incentives to encourage greater diversity of ownership in telecommunications businesses. My bill is a response to the increasing ownership of television and radio properties by large media companies.

I strongly believe that promoting a diversity of views on the airwaves is an important public policy goal. The only way to accomplish that goal is to broaden the ownership of broadcast stations. The television and radio spectrum is a limited resource. The trend in recent years has been a greater concentration of ownership of that resource by the large media companies. We need to reverse that trend.

Mr. Speaker, small businesses that wish to enter telecommunications businesses face significant barriers. To enter a broadcast business, a small business must purchase an existing property. Owners of those properties find it much easier to sell to large businesses than to small businesses. Therefore, small businesses quite often do not have a seat at the table when there are negotiations over the sale of broadcast properties.

My bill would attempt to reduce those barriers by providing limited deferral of capital gain taxation when a telecommunications property is sold to a small business. It would provide the sellers of those properties a positive incentive to consider a small business purchaser.

Large segments of our society historically have been underrepresented in the ownership of radio and television properties. I believe that it is vital that those groups have

access to the television and radio spectrum so that their views may be represented on our airwaves. Therefore, my bill would provide a larger deferral of capital gain taxation when the sale is to a small business owned and controlled by individuals from these historically underrepresented groups.

Mr. Speaker, I understand that some may attack my bill as being the re-enactment of a flawed prior program. The provisions in my bill are quite similar to the tax certificate program that was repealed by the Congress in 1995. I do not quarrel with those who assert that there were abuses in that program. However, it is unfortunate that the Congress chose repeal and not reform because that program had been effective in accomplishing its goal of expanding ownership of radio and television businesses. In 1978, before the implementation of that program, only .05 percent of all broadcast stations in this country were owned by minority groups. By 1994, the year before the program was repealed, the program had succeeded in increasing minority ownership sixty-fold to 3 percent. Since that program was repealed, the number of minority-owned broadcast properties has declined.

The bill that I am introducing today contains provisions specifically designed to address the abuses in the prior program. It is limited to small business purchasers, it contains restrictions on the number of purchases that can be made by any one business, it contains recapture provisions to prevent the use of the small business as a front for another party, and it contains provisions designed to prevent avoidance of the ownership requirements through options or other sophisticated transactions.

I am hopeful that we can avoid the emotionally charged rhetoric that occurred in 1995 when this issue was last considered. All small businesses, regardless of their ownership, would be eligible for the benefits of my bill. I believe this incentive is appropriate so that the views of many different groups are heard on our Nations airwaves. The bill simply attempts to ensure that small businesses, including

minority-owned small businesses, have a seat at the table when a broadcast property is being sold.

Mr. Speaker, I am hopeful that we will be able to deal with this issue on a bipartisan basis. We should all support the goal of expanding diversity in ownership of broadcast properties. I am pleased that in the past Senator McCain introduced a similar proposal in the Senate. I am hopeful that we can find bipartisan support in the House.